



**Date:** October 11, 2007  
**To:** Patrick H. West City Manager  
**From:** Katherine Parsons, Public Information Officer  
**For:** Mayor and Members of the City Council  
**Subject:** City Report For Week Ending Friday, October 5, 2007

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I know you all are interested in the good things that City employees are accomplishing. Hopefully it will take you just a minute or two to scan this report so you can be up on the latest info. Let me know if you have any questions.

### **THIS WEEK IN THE NEWS**

#### **FOCUS AREA: LEADERSHIP, MANAGEMENT & SUPPORT**

##### **Public Works**

Want to know more about the Department that fills potholes, manages traffic signals, and trims trees? Check out the new informational video titled *At Home, At Work and On the Go* online at: [www.longbeach.gov/pw](http://www.longbeach.gov/pw). The video is not only entertaining, but is available for use at community events. For DVD hardcopies, please contact [Lily\\_Liu@longbeach.gov](mailto:Lily_Liu@longbeach.gov).

##### **Community Development, Neighborhood Services**

In conjunction with several Community Development Department programs designed to remove blight from the City's commercial corridors, Neighborhood Services Bureau staff removed 1,304 illegally placed signs, documented and reported 45 cases of graffiti and called in 49 abandoned shopping carts discovered along the major commercial streets in Long Beach during the month of September 2007. For more information about this commercial corridor improvement program, contact [Lei\\_Ronca@longbeach.gov](mailto:Lei_Ronca@longbeach.gov).

### **Mark Your Calendars UPCOMING EVENTS & PROJECTS**

#### **FOCUS AREA: ENVIRONMENT**

##### **Harbor**

##### **Come Visit the Port of Long Beach Oct. 13 at Green Port Fest**

See the Port of Long Beach by boat or train. Learn how products make their way to store shelves. Discover the programs that make Long Beach the world's most environmentally friendly seaport. Meet Olympic champion swimmer and clean ocean advocate Aaron Peirsol. See the big machines that move giant containers at the Port, and security equipment that's helping to keep the Port safe. Enjoy entertainment, kid's activities and more. There's something for everyone at Green Port Fest, October 13, 2007, from 9 am. to 3 pm. at the Port Administration Building. Admission is free. Free parking is available at the Queen Mary, 1126 Queens Highway. For more information, visit [www.polb.com](http://www.polb.com).

**Mark Your Calendars  
UPCOMING EVENTS & PROJECTS**

**FOCUS AREA: LEADERSHIP, MANAGEMENT & SUPPORT**

**City Manager, Human Dignity Office**

During October, the City's Human Dignity Program will celebrate the different experiences, traditions and creative talents that are within our richly diverse community. The Cultural Diversity Month celebration will provide opportunities to learn from our differences and build a stronger community based on our commonalities. Some of those events include:

- October 11 - The City of Long Beach Human Relations Commission will hold its monthly meeting at 5:30 pm at the Health Department, 2525 Grand Avenue.
- October 17 - The HDP is cosponsoring a Cyber-bullying presentation by the Anti-Defamation League to Long Beach Unified School District professionals at 9:30 am in the Main Library Auditorium.
- Also on the 17<sup>th</sup>, the HDP is also cosponsoring a Breast Health Conference with a Focus on Lesbian Issues alongside St. Mary Medical Center at 5:00 pm at the John Edward Parr Health Enhancement Center, 1050 Linden Avenue.
- October 5 - The City's Cultural Diversity Art Exhibit was kicked off at the "First Fridays Long Beach" event in Bixby Knolls. This exhibit will be held at Oasis Gallery, 4242 Atlantic Avenue, for the month of October each Tuesday-Saturday from 10:00 am. - 6:00 pm. The exhibit features work from Long Beach adult and youth artists, as well as photographs from the Press Telegram's archives that represent diversity.
- October 25 - The HDP and CCEJ will lead the Jewish-Christian-Muslim Leadership Forum quarterly meeting. This group's mission is "to build enduring relationships among faith leaders to strengthen community, pursue greater understanding, and demonstrate solidarity in times of peace and conflict...through service, dialogue and a united response to the challenges facing our community."
- The Long Beach Public Library is highlighting cultural diversity displays at several of their locations and promoted a multicultural reading list for children created by the Anti-Defamation League.
- The Main Library will exhibit an encore presentation of their Shades of Long Beach historical photo archive of families in Long Beach. Shades of Long Beach, an event sponsored by Long Beach Public Library in 1999, collected over 400 family photos from local residents. A selection of the images will be displayed to offer intimate glimpses of daily life in the diverse communities that have made up Long Beach throughout its history. The display, running from October 1 - October 31, is in display cases on the Lower Level of the Long Beach Public Library at 101 Pacific Ave.

**Mark Your Calendars  
UPCOMING EVENTS & PROJECTS**

**FOCUS AREA: COMMUNITY SAFETY**

**Police, Community Relations**

The Crime Prevention Unit will be featured at the monthly Community Crime Prevention Monthly meeting, Wednesday, October 17, at the Long Beach Water Department 1800 East Wardlow Rd. at 7:00 pm. October is Crime Prevention Month. Government agencies, civic groups, schools, businesses, and youth organizations are especially encouraged to reach out to educate the public, showcase their accomplishments, and explore new partnerships. Join us to help recognize and celebrate the practice of crime prevention, while promoting awareness of important issues such as victimization, volunteerism, and creating safer, more caring communities. Call Community Relations at 570.7215.

**MORE WEEKLY HIGHLIGHTS**

**FOCUS AREA: BUSINESS & ECONOMIC ASSISTANCE**

**Community Development, Neighborhood Services**

Twenty-one residents, non-profit associations, and interested individuals attended the "Meet the Funder: Long Beach Navy Memorial Heritage Association" workshop. The Long Beach Navy Memorial Heritage Association awards grants from \$5,000 to \$50,000 to qualified preservation projects in Long Beach. The Association was created in 1998 to preserve the heritage and historic sites of Long Beach, recognize the contributions of the Long Beach Naval Station and Shipyard to the City of Long Beach, and honor the work of architect Paul Revere Williams.

For more information about the Long Beach Navy Memorial Heritage Association and the grant application process, please call 213.413.4130, ext. 232. Grant application materials are available online at:

[http://www.calfund.org/receive/special\\_grant\\_programs.php](http://www.calfund.org/receive/special_grant_programs.php)

**Parks, Recreation and Marine, Special Events and Filming Bureau**

A cast and a crew of 150 filmed a feature *Step Brothers* inside the Long Beach breakwater on October 1.

**FOCUS AREA: COMMUNITY SAFETY**

**Community Development, Neighborhood Services and Police**

Twenty-three residents attended an "Identity Theft" workshop and learned about privacy rights and the steps consumers can take to protect themselves from identity theft, which is the fastest growing crime in the nation.

## MORE WEEKLY HIGHLIGHTS

### **FOCUS AREA: COMMUNITY SAFETY**

#### **Community Development, Neighborhood Services and Police**

(Continued)

In this workshop, LBPd talked about how criminals find and exploit personal identification data and explained the importance of protecting personal information and the procedure for reporting identity theft crimes. For more information, please contact [Lisa\\_Massacani@longbeach.gov](mailto:Lisa_Massacani@longbeach.gov) or at 570.7326.

More than 300 people attended a Youth Safety Fair was held at Drake Park. Staff from the Willmore Community Police Center attended the fair and provided information about the services offered at the Center. LBPd held an open forum with the teenage children who attended and ideas and concerns were shared. Free bicycle helmets were provided to approximately sixty children. Entertainment was provided by the Danza Azteca and the Ballet Folklorico Cultural Mexicana groups. For more information contact [Teresa\\_Gonzalez@longbeach.gov](mailto:Teresa_Gonzalez@longbeach.gov).

#### **Fire**

The Fire Department responded to a total of 908 emergency calls for service. 100 calls were for fires with 18 involving structures. The Department also responded to 741 emergency medical calls; 517 requiring paramedics.

#### **Health & Human Services, Fire, and Police**

The Public Health Emergency Management Program distributed 300 Emergency Planning Guides and Emergency Preparedness Coloring Books to community members at the MADD Strides for Change 5K Walk. This year more than 600 participants helped to raise funds and awareness for victims of drunk driving and for programs that prevent drunk driving and underage drinking. St. Mary Medical Center, the Long Beach Police Department, the Community Emergency Response Team (CERT) and the Health Department's Youth DUI Program were represented.

North Long Beach Police Officers working with ATF received complaints of counterfeit cigarettes and counterfeit money being distributed at a Long Beach business. As a result of the counterfeit investigation, officers arrested two suspects.

### **FOCUS AREA: LEADERSHIP, MANAGEMENT & SUPPORT**

#### **City Manager, Human Dignity Office**

#### **More on Cultural Diversity Month**

- October 2 - Mayor Bob Foster presented a Proclamation declaring October as Cultural Diversity Month at the City Council Meeting. The City is joining the Los Angeles County Commission on Human Relations and the Board of Supervisors in this 23rd annual October celebration of Cultural Diversity Month to focus on the rich cultural diversity and contributions of the various communities and groups in Long Beach and in Los Angeles County. The Human Dignity Program (HDP) distributed purple ribbons at the Council meeting and encouraged others to wear purple ribbons throughout the month to symbolize cultural diversity.

## **MORE WEEKLY HIGHLIGHTS**

### **FOCUS AREA: LEADERSHIP, MANAGEMENT & SUPPORT**

#### **City Manager, Human Dignity Office**

- October 4 - The California Conference for Equality and Justice (CCEJ) worked with the HDP to complete a twenty-six hour workshop series to train the newest class of Community Assistance Team (Hate Crime Response and Inter-Group Conflict Resolution Team). This critical volunteer group displays great diversity in racial, ethnic, religious, age, and sexual orientation background.
- The HDP is working for a year in collaboration with Long Beach Unified School District, the Anti-Defamation League, Charter Communications, and the Department of Community Development Housing Services Bureau on a Cultural Diversity youth photography exhibit that will be unveiled in October, 2008.

### **FOCUS AREA: CULTURE, EDUCATION, & LEISURE**

#### **Parks, Recreation and Marine, Business Operations Bureau**

Staff attended the Long Beach Unified School District "Back to School Night" events on October 2, at 11 middle schools, and on October 5, at two high schools. They provided information on after school and sports programs provided by the Department.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

On September 20, 87 visitors attended Rancho Los Cerritos' Living History Tour event. Two Spanish language tours were offered by living history characters portraying Don Juan Temple and his wife. Other guides portrayed Bixby family members, a blacksmith, and visiting cousins. These tours are offered by volunteers from Friends of Rancho Los Cerritos, the museum's membership and volunteer support group.

#### **Parks, Recreation & Marine and Community Development**

Approximately 100 people participated in the "Paint-In" at Orizaba Park. Participants along with the staff of Mural and Cultural Arts program painted wonderful paintings of flowers, butterflies, and snails on two storage sheds. The West Eastside Community Association (WECA) and Neighborhood Services Bureau assisted with the project.

### **FOCUS AREA: ENVIRONMENT**

#### **Community Development, Neighborhood Services**

The North Alamitos Beach Association (NABA), in collaboration with the 7<sup>th</sup> Street Community Police Center and the Neighborhood Services Bureau, sponsored its first neighborhood cleanup in the Hellman Neighborhood Improvement Strategy (NIS) Area. Twelve community volunteers, two City Prosecutor community service workers and three area high school students wishing to gain community service hours participated in the cleanup effort. More than nine tons of trash, debris and dumped items were removed from the streets and alleys surrounding 1915 E. 6<sup>th</sup> Street. Property maintenance violations were identified and were referred to the Community Code Enforcement inspector. NABA has contacted the business owner of the 7-Eleven store at the corner of 7<sup>th</sup> and Cherry Avenue and will be assisting in the improvement of the landscaping surrounding this property. Contact [Gonzalo\\_Sanchez@longbeach.gov](mailto:Gonzalo_Sanchez@longbeach.gov).

## MORE WEEKLY HIGHLIGHTS

### **FOCUS AREA: ENVIRONMENT**

#### **Community Development, Neighborhood Services**

On Saturday, September 29, the Madres Unidas Neighborhood Association and the Neighborhood Services Bureau held a neighborhood cleanup at 1892 Fashion Avenue in the Lower West Neighborhood Improvement Strategy (NIS) area. The purpose of the event was to physically improve the appearance of the neighborhood by removing trash and debris from area streets and alleys. As a result of this neighborhood cleanup, approximately nine tons of trash, debris and dumped items were removed from city streets and alleys. More than 32 neighborhood volunteers and youth participated in this neighborhood cleanup effort. Contact [Gilberto Contreras@longbeach.gov](mailto:Gilberto_Contreras@longbeach.gov).

### **FOCUS AREA: HEALTH & HUMAN SERVICES**

#### **Health & Human Services, Environmental Health**

From September 21- 23, the Environmental Health Food Program conducted 25 food booth inspections at community events to protect the community from food borne illnesses.

From September 24 - 28, the Environmental Health Bureau's Hazardous Waste Division performed 87 routine inspections of Hazardous Waste Generator and Medical Waste Generator facilities. These inspections protect the public and the environment from exposure to hazardous waste.

Staff from the Environmental Health Food Program gave a presentation on the food safety issues associated with unlicensed vendors to 16 members of the Cesar Chavez Mother's Brigade at Cesar Chavez Elementary School. Information was provided on how to report unlicensed vendors to the Health Department and on the steps taken to protect the public from food borne illnesses.

As of September 29, the Environmental Health Bureau's Lead Program provided lead hazard evaluations to 510 housing units in the community. Of those, 402 were remediated of lead hazards; no hazards were detected in the remaining units. Program staff also participated in 41 community outreach programs and 428 individuals were provided with lead safe work practice or lead worker certification training.

More than 80 local families attended the "Food and Fitness for the Whole Family" forum at the Miller Family Health Education Center as part of the *Growing a Health Family* series. Topics included the importance of healthy eating, making smarter food shopping choices and participating in physical activity as a family. This series is sponsored by a grant from the Earl B. and Lorraine H. Miller Foundation.

#### **Health & Human Services, Animal Control**

The Animal Control Division talked with approximately 400 pet owners at the Friends of Long Beach Animals "8th Walk for the Animals" at Heartwell Park. This annual event promotes the spaying and neutering of pets to reduce pet over-population. Education related to the City's restricted breeding program, proper care of animals, pet adoption and pet over-population was provided.

## MORE WEEKLY HIGHLIGHTS

### **FOCUS AREA: NEIGHBORHOODS & HOUSING**

#### **Community Development, Neighborhood Services**

The Neighborhood Services Bureau, in collaboration with the West East-Side Community Association (WESCA), Department of Parks, Recreation and Marine, Councilman Patrick O'Donnell's office, as well as numerous community volunteers, painted a mural on the storage containers at Orizaba Park. Children, parents and neighbors worked to beautify the park with all the colors of the rainbow. More than 100 volunteers came out to support this effort. Barbecued hotdogs and snacks were provided for all volunteers. On Saturday September 22, neighborhood residents and city staff came out to prepare the site for paint day. For more information on this and future projects in the Cherry-Temple Neighborhood Improvement Strategy (NIS) area, contact Suzan Simaan at 570.5087 or [Suzan\\_Simaan@longbeach.gov](mailto:Suzan_Simaan@longbeach.gov).

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

Approximately 500 people attended the *Farmers' Market* at the World Trade Center on September 26.

### **FOCUS AREA: UTILITIES**

#### **Long Beach Gas & Oil, Gas Services Bureau**

Staff completed a total of **2,707** service calls. This total included **920** gas and water utility turn-ons, and **729** turn-offs. During this period, **659** customer service orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders and verifying read orders, and verifying read orders. A total of **286** meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received **362** emergency phone calls that resulted in **113** emergency orders being sent out.

### **FOCUS AREA: INFRASTRUCTURE & TRANSPORTATION**

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Facility Maintenance staff assisted with the 14th Annual Toyota National Public Lands Day at DeForest Park, which included painting the exterior of the community center, planting drought tolerant plants in planters, replacing a vinyl fence with lumber, and prepping all trails at the Nature Center for mulch.

### **STREET CONSTRUCTION REPORT**

#### **COMPLETED PROJECTS**

##### **Long Beach Gas and Oil, Gas Main and Service Replacement**

Contact: LBGO

570.2064

Bounded by Carson St., Wardlow Rd., Clark Ave. & Bellflower Blvd.  
(Parkcrest, Conant, Stearnlee, Hanbury, Harco & Walkerton)

#### **NEW PROJECTS**

##### **Water Department, Alley Service Connection Conversion - Earl and Locust Avenues Project**

Contact: Water

570.2323

Pine, Earl and Locust Aves.

Between 21st St. and Burnett St.

**Estimated completion:**

**October**

**MORE WEEKLY HIGHLIGHTS**

**FOCUS AREA: INFRASTRUCTURE & TRANSPORTATION**  
**STREET CONSTRUCTION REPORT**  
**NEW PROJECTS (continued)**

**Water Department, Long Beach Conjunctive Use Expansion**

(to store water in underground aquifers for dry year use)

Contact: Water 570.2326

Near Carson St. and Palo Verde Ave.

**Estimated Completion: April, 2008**

**Water Department, 10th St./Lime Avenue Sanitary Sewer Improvement**

Contact: Water 570.2379

10th St. Between Frontenac Ct. to Broadway Ct.

**Estimated Completion: End of January 2008**

**Water Department, 15th St./Gardenia Sanitary Sewer Improvement**

Contact: Water 570.2379

15th St. Between Peterson Ave. to Walnut Ave.

**Estimated Completion: October 8 – February, 2008**

Walnut Avenue Between 14th St. to 15th St.

**Estimated Completion: October 8 – February, 2008**

14th St. Between Walnut Ave. to Gardenia Ave.

**Estimated Completion: End of January, 2008**

**ON-GOING PROJECTS**

**Long Beach Gas and Oil, Gas Main and Service Replacement**

Contact: LBGO 570.2064

Bounded by Long Beach Blvd. & Atlantic Ave.; 46th St. & San Antonio Dr.

**Estimated completion: Early December**

**Public Works, Street Improvement**

Contact: Public Works 570.5160

Walnut Ave. Between 10th St. & Pacific Coast Highway

**Estimated completion: Late December**

**Public Works, Street Improvement**

Contact: Public Works 570.5160

Long Beach Blvd. Between San Antonio Dr. & Del Amo Blvd.

California Ave. Between San Antonio Dr. & 46th St.

**Estimated completion: Late November**

**Public Works, Streetscape Improvement**

Contact: Public Works 570.5160

Martin Luther King Blvd. Between Pacific Coast Highway & 20th St.

**Estimated completion: Late September**



**MORE WEEKLY HIGHLIGHTS**

**FOCUS AREA: INFRASTRUCTURE & TRANSPORTATION**

(Continued)

**Water Department, Alley Service Connection Conversion - Earl & Locust Avenues Project**

Contact: Water

570.2323

Pine, Earl and Locust Ave.

Between 21st St. & Burnett St.

**Estimated completion:**

**October**

**Water Department, Long Beach Conjunctive Use Expansion  
(to store water in underground aquifers for dry year use)**

Contact: Water

570.2326

Near Carson St. & Palo Verde Ave.

**Estimated completion:**

**April 2008**

PW:KP:dg

cc:

Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Curtis Tani, Acting Deputy City Manager  
City Manager Department Heads  
Tom Modica, Government Affairs Manager  
Jyl Marden, Assistant to the City Manager  
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